

Bosnia-Herzegovina

**Television of Bosnia-Herzegovina (BHT) and Independent
Television Hayat**

SIGNIFICANT CONSISTENCY IN CONTENT OF PRIMETIME NEWS PROGRAMS ON PUBLIC AND COMMERCIAL TV STATIONS

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Introduction: Media Situation in Bosnia-Herzegovina

The Public Service of Bosnia-Herzegovina is characterized by a specific and complex structure, consisting of three public broadcasters operating in line with the country's division into two entities. In addition to the umbrella, nation-wide broadcaster, Radio-Television of Bosnia-Herzegovina (BHRT), a part of the system are also two entity broadcasters – Radio-Television of the Federation of Bosnia-Herzegovina and Radio-Television of the Republika Srpska. In a situation of ethnic and political divisions, i.e. weak central state which still shares a considerable part of important powers with the entity governments, the umbrella broadcaster BHT is also weak and its viewer ratings are much lower than TV FBiH or commercial TV Pink BiH ratings. Despite numerous financial and staffing problems and frequent indirect political pressure on its editorial policy, the umbrella BiH television is bravely trying to preserve its declared primary goal – professional, timely, balanced and politically correct reporting on issues of public interest to all citizens of Bosnia-Herzegovina.

After 1995, private radio and television stations started to develop rapidly and their expansion continued until 1999. Most of these stations are concentrated in urban communities, which

showed the biggest interest in using frequency resources. International community representatives helped the establishment of independent media and this was also partly a result of economic growth which facilitated their concentration in the market. Some of these commercial stations are a result of interest of media and economic tycoons from the neighborhood and a good example of this is the founding of TV Pink BiH, which was created by first buying and then merging five small private TV stations in BiH carried out by the owner of the strongest commercial television station in Serbia. Today, among commercial stations with the highest ratings in BiH are TV Pink BiH, OBN, NTV Hayat, ATV Banja Luka, BN Bijeljina...

The subject of monitoring and this analysis were primetime news programs on BHT, the umbrella BiH broadcaster, and NTV Hayat, which has the best quality news program among commercial stations. In the monitored period, we analyzed eight primetime news programs on BHT, which are broadcast every day at 19.00 hrs. On the other hand, we analyzed seven primetime editions of Hayat's "News at 7," which are broadcast every work day and on Sunday at 19.00 hrs, plus one edition of a special news program called "Centralni dnevnik" (Central News) or "CD", whose author is Senad Hadžifejzović. It is aired on Saturday, also at 19.00 hrs, and is characterized by length (sometimes lasting more than one hour), free authorial commentaries, and unusual form (a collage-type of program – a combination of news, authorial work, with talk show elements).

Professional Approach

Technical organization and esthetic concept of programs: The primetime news program of the public service BHT, compared to Hayat, is characterized by better technical organization, dynamic presentation, better coverage of issues of public importance, and larger number of authentic items. Another characteristic of the BHTV1 news is that it is hosted by a male-female pair of presenters (usually these combinations: Saša Delić/Almira Huseinović and Lejla Zvizdić/Damir Šimić; in one program, instead of Damir

Šimić, the presenter was Edis Deljković). The combination of male-female voices, as well as varying frames (both presenters in the frame, just one presenter in the frame), along with visual application of footage or items, compensate for the dryness of most items on BHTV1. Commercial television Hayat's "News at 7" is hosted by just one presenter. This, in combination with a small number of original items and large number of news items read out by presenters without any accompanying picture, lessens the audience's visual empathy. In the monitored period, Hayat's news was hosted by three different presenters – Midheta Kurspahić, Šemsudin Skejić and Tomislav Đurić, who are characterized by steadiness, self-confidence, knowledge of the situation, and good relationship with the camera. However, all of their individual qualities are lost in the broad concept of the program, which lacks dynamics. The special edition of the news program, "Central News," is hosted by Senad Hadžifejzović, a journalist whose longtime experience and authorial comments give the show a dimension unusual for primetime news programs. "Central News," with frequent commercial contents (the news is often interrupted by news items with hidden advertisements and advertising blocs), includes two forms which directly involve the audience in the program concept. The first is "Central Question," to which viewers are offered different answers and to which they respond in the form of a poll whose results are announced at the end. The second form is called "Hello, Central," where viewers can leave their audio comments, which are publicly aired during the program. It is interesting that in the April 21 edition of "CD," the "Central Question" was: "Should RTV subscription fee be raised from 6 to 11 KM?" (the majority of answers were negative), while the question for "Hello, Central" was related to Yugoslav People's Army (JNA) transcripts which BiH did not use in the lawsuit against Serbia and Montenegro. Not counting the special edition, "Central News," which has a modern program open and which considerably stands out esthetically, by the visual decoration of the studio and special support applications, the BHTV news program has a much better esthetic solution for its news compared to the NTV Hayat news programs, and this, along with having a pair of presenters, enhances its program dynamics.

Coverage of issues: Despite the described technical and structural inferiority, news items on the commercial television Hayat considerably differ from the strict protocol form which dominates the public service. Hayat's items are more interesting, livelier, and the messages are accessible and interesting even to ordinary citizens of Bosnia-Herzegovina. There was not a single NTV Hayat primetime news program without at least one feature. The top issues covered by the two stations are more or less the same. According to free assessment, depending on the day, the contents of the primetime news programs of the two television stations thematically correspond within a range of 30 to 50 percent, which is a very interesting and important piece of information.

a. General picture of Bosnia-Herzegovina: BiH is a country with an unstable political situation, frequent strikes, unsolved criminal scandals, numerous residents whose lives have been ruined by war, and war crimes suspects who have been bypassed by justice for years. This can be concluded from the dominant issues in the analyzed period, which both televisions covered, each in its own way. Hence, it is not surprising that among the top items on both televisions were constitution of the BiH Federation Government (seven months after elections), doctors' and miners' strikes, corruption scandals and abuse of office, war crimes trials and still unsolved crimes, as well as frequent political disagreements (examples: BiH Presidency, Srebrenica status, (un)constitutionality of symbols in the entities), etc.

b. General picture of neighbors: Death of Ivica Račan, preceded by his resignation as SDP President in Croatia, clash between police and Wahhabis near Novi Pazar, diplomatic note sent by the Serbian Foreign Minister to BiH, JNA military leadership transcripts that could have been, but were not used as evidence in the BiH lawsuit against Yugoslavia, i.e. Serbia and Montenegro, žScorpions' verdict in Belgrade, talks and proposals on the future status of Kosovo – these were the biggest thematic units covered in the news programs on both television stations in the analyzed period.

c. General picture of world affairs: World affairs sections on both televisions are dominated by news on crimes and accidents. They broadcast news and items almost regularly from the Middle

East, where latest bomb attacks in Iraq or Afghanistan were usually reported, and there were also interesting items about four men on trial for terrorism in Great Britain. There were issues related to natural disasters and human accidents (tsunami in Somalia, aftermath of Virginia massacre, San Francisco bridge collapse, truck accident in Mexico) and there were also frequent items on political turmoil in the world (rally in Turkey over alleged danger to secular regime, protests in Estonia against dislocation of Red Army monument, questioning of Garry Kasparov in Russia about opposition activities, suspension of Romanian President, French presidential campaign and elections, dissolution of Ukrainian Parliament, elections in East Timor, presidential elections in Nigeria) and somewhat less protocol news (EU meetings in Brussels, meetings between US and North Korean officials). Quantitatively speaking, on average NTV Hayat covered more world affairs, usually in the second part of the program. Common to both televisions is that in the analyzed period neither broadcast any original stories or items from the world; they were all taken or carried from other sources.

Originality of items: The public service news program is ahead by the number of items made by its own journalists. More than 90 percent of what was broadcast was presented in original items or covered by current or archive footage. Most of the broadcast items were protocol items and they covered press conferences or events on the agenda of the day of the broadcast. They were often monotonously made, without a human dimension or journalistic creativity. The reason is perhaps that BHT is a nation-wide service and its editors are “afraid” that presenters’ or journalists’ comments might upset some of the constituent peoples. On the other hand, in the news program of the commercial television Hayat, there were a lot less original items, a lot more “idle mode” (news read by the presenter without any visual coverage), and also a considerable number of “borrowed” or “carried” items from partner television stations – ATV from Banja Luka, RTV Mostar, B92 from Serbia, or Croatia’s RTL. This fact tells us that Hayat does not have its own contributors for the news program from major cities in BiH, such as Mostar and Banja Luka, or the region, such as Zagreb and Belgrade. Despite the fact that they have an incomparably

smaller number of items made by their own journalists, Hayat news presenters do not fail, on every occasion (whether justified or not), to point out the exclusivity of the news they are announcing. Senad Hadžifejzović in his “Central News” excels in this regard (“CD was the first to publicize these documents...”, “CD was the first to open this story...”, “Sakib Softić could not get the documents for us, but we got them in one hour...”).

News structure: Primetime news programs on BHT and NTV Hayat have an identical structure. After the obligatory headlines, the program is divided into two parts separated by in-between headlines. The first bloc of news is characterized by coverage of top news, mostly local, often regional, and very rarely world news. The news is mostly about current local politics, usually of protocol character. The primetime news program on BHT does not have a clearly structured world affairs section, although news of this kind is usually broadcast in the second, rather than in the first news bloc. On the other hand, world affairs on NTV Hayat are usually covered in the second part of the program and arranged in a recognizable pattern – starting with a long news item of the highest currency in the world (often regional as well) and five or six shorter, flash news items, 20 to 30 seconds long, accompanied by footage. A story from the world as a human interest piece is often shown at the end of the Hayat news program, such as in the April 11 program, when a story was aired about a 94-year-old swimmer from Spain. What is specific for Hayat is that in the final part of the program the presenter hosts a colleague from the sports section, who announces, live from the studio, the sports issues that will be covered in a special program aired after the news program. The presenter indicates what kind of weather we can expect the next day and announces a special weather program.

On the public service, there are no commercials as content of the primetime news, while the news on the private TV station Hayat does contain some advertising elements: on one hand, commercials are usually broadcast before “News at 7”, whereas the special edition “Central News” is interrupted twice by commercials. It is in line with the regulatory framework that news editions can be interrupted by commercials if the duration of the specific program is longer than 30 minutes and if these commercial breaks are at

least 20 minutes apart. Nevertheless, as part of its central news, on April 29 Hayat broadcast, as the eighth in a row, an item about “BH Telecom” that contains advertising elements (duration: 1 minutes, 37 seconds), while the special edition “Central News” broadcast a so-called “business minute,” in the form of a news item, dedicated to the “Bemus” group. Both items, by their content and form, seemed to be sponsored, but this was not mentioned. This is an obvious violation of the Advertising and Sponsorship Code of Practice in BiH and, on the other hand, a violation of professional practices in news programs worldwide. However, it is very hard to prove this as the sponsored contents are based on certain events in flash news in the program.

General Data

Thematic representation: The contents of the BHT primetime news program are dominated by issues related to local politics (2576 seconds), issues on economy, finance and business (1216 seconds), and world affairs (1245 seconds). Also significantly present were items on the issue of war crimes (992 seconds) and corruption and general crime (917 seconds). To make a comparison, local politics dominated the NTV Hayat news (3165 seconds), followed by world affairs (2691 seconds), while the country’s international politics (1495 seconds) and issues related to the field of human rights (1332 seconds) were in third place.

Territorial representation: The majority of events covered by BHT happened in the territory of the Federation of Bosnia-Herzegovina – a total of 45 items (26 related to the Bosniak-majority part of the Federation and 19 related to the Croat-majority part of its territory). Bosnia-Herzegovina as a whole was covered 39 times, while news items and reports from the territory of the Republika Srpska were aired 27 times. In 22 cases events in neighboring countries were covered and world affairs were covered in 20 cases. In the Hayat news program, most items regarded world affairs (53 items), while 52 items were about Bosnia-Herzegovina in general. Events from the BiH Federation were covered 32 times in news items and reports (26 related to the

Bosniak-majority part of the Federation and six times related to the part of the Federation mostly inhabited by the Croat population). Events in the Republika Srpska were covered on 16 occasions and events from the neighborhood were covered 20 times.

Most common forms: Agency news items accompanied by footage were the dominant form of reporting in the BHT primetime news programs and these forms were observed 65 times. Features were aired 37 times and day's events were covered in news items 38 times. All items aired by BHTV were original and made by the station's own journalists. In contrast to the public service, which is more superior technically and organizationally, the news program on the commercial television Hayat was dominated by agency news items with footage (82 times), as well as forms mostly related to news items read by the presenter without any accompanying footage, of which there were 35. Hayat aired features 24 times and news items covering the day's political events 21 times.

Journalist attitude: BHTV covered issues with negative contents 58 times (mostly political problems, strikes, crime, unsolved issues). The contents were positive 19 times and they were neutral 76 times. Journalists reported with a neutral attitude 139 times; journalists' attitude was positive 11 times; it was negative three times. The most common combinations were neutral attitude of journalist/neutral content (76 times) and neutral attitude of journalist-/negative content (50 times). In the Hayat news program the contents of items were also predominantly neutral (107). In 45 cases it covered negative phenomena and the contents of 21 items were positive. Journalists' attitude was neutral 160 times, positive 10 times, and negative three times. Our analysis revealed that reporting in most cases was neutral, showing that the most common combination was neutral attitude of journalist/neutral content, which was observed 107 times.

News program opening: The primetime news programs usually opened with news related to local politics, as well as news from the neighborhood. There were somewhat less accidents, followed by issues related to local politicians' international activities, as well as issues dealing with regular crime and war crimes. Local politics dominated the opening of the program on the public service (three times first news, twice second news, and four times third

news), while news from the neighborhood was more present on the commercial television station (first news five times, second and third news one time each).

Thematic Approach – Presence and Coverage of Issues

Adoption of the BiH Federation budget was the top news of the April 2 news programs. On BHT this was the first news and on Hayat the second. Both BHT and Hayat aired very substantial items from the scene and interviewed several people. While BHT reported in the next item that healthcare workers were dissatisfied with the budget and started a strike in protest against minimal pay and non-observance of the collective agreement, Hayat covered the strike of the “white coats” in the second part of the program, after the in-between headlines.

Two items in the public service news program deal with unconstitutionality of symbols in the BiH entities. The first one, 2 minutes and 5 seconds long, is about symbols and disagreements in the BiH Federation, while the second deals with unconstitutional symbols in the Republika Srpska and disagreement of Bosniak officials with the new proposals (this item is 2 minutes and 7 seconds long). An item aired by Hayat dealt with the unconstitutionality of the proposed new symbols in the RS. The item was “borrowed” from the partner ATV from Banja Luka and is characterized by critical attitude and unusual approach of the journalist Milijana Kos. But what certainly gives legitimacy to this is the fact that criticism of the RS authorities comes from “their own backyard,” from Banja Luka, not from Sarajevo. The same day, news programs on both televisions covered a visit by European Parliament member Doris Pack. BHT aired three news items, one about Doris Pack’s meeting with RS Premier Milorad Dodik, another about a meeting in Banja Luka on the subject of police reform and the issue of Srebrenica, and the third was a report about Doris Pack’s visit to Bihać. The NTV Hayat news program made only one mention of the European Parliament member’s visit to Bihać and Banja Luka. Both the public service and commercial television closed their news program editions for April 2 in an identical way, with items devoted to the Jewish holiday of Passover. BHT aired an

item which lasted 1 minute and 38 seconds, while Hayat's host read out the news which lasted 25 seconds.

An operation carried out by the security and intelligence agency SIPA in Una-Sana Canton where television premises were raided in search of war materials, reduction of Radoslav Brdanin's sentence to 30 years by The Hague-based International Criminal Tribunal, and item in which Doris Pack, European Parliament member, and Douglas McElhaney, US Ambassador to BiH, spoke about the future status of Srebrenica, were the top issues of the public service news program on April 3. The fourth item in the row, related to closing arguments in the "Scorpions"¹ trial in Belgrade, was the first news item on the commercial television Hayat the same day. The SIPA operation was aired as the second item. The first bloc of "News at 7" on NTV Hayat abounded in features. Namely, before the in-between headlines, out of nine items there were as many as three features – in the first one, the opening of an UNDP office in Foča was an occasion for an item about life slowly returning to towns along the Drina River. It was followed by an item about the low living standard and dissatisfaction of workers in BiH, and the third, especially interesting story, was an item about Zenica children who grew up without parental care and are now thinking about "life after orphanage." Three young people, Maša Radovanović, Arsen Zahiromić and Sanel Omerdić, talk about what their life has been like so far and about their plans and what they want out of life.

Talks on police reform, which failed for the who knows what time, were among the top news in the April 11 news programs on

¹ 'Scorpions' are a Serbian paramilitary unit which committed crimes in BiH during the war. They became known to the general public last year when the media got hold of footage showing them killing Bosniak male civilians captured in Srebrenica. Although it is believed in the Bosniak-majority part of the BiH Federation that the 'Scorpions' were under the direct command of the government in Belgrade, the International Court of Justice, in its statement of reasons for the verdict rejecting BiH's genocide suit against Serbia and Montenegro, says that this unit was not in the system of command of FR Yugoslavia, legally declaring it a paramilitary unit. Seven 'Scorpions' members were tried in Belgrade. One was acquitted and two received relatively minor sentences, causing disapproval in BiH and a part of the Serbian public.

both televisions. For the public service, this was the third item in the row (original item, 2 minutes and 45 seconds), while on Hayat it was the top item (carried from Banja Luka's ATV, 2 minutes and 15 seconds long). The event happened in the Republika Srpska National Assembly in Banja Luka and both items were done professionally and had a similarly composed content. The same day, another current piece of news related to local politics was a disagreement among BiH Presidency members on the subject of sending a request to the Republic of Serbia to adopt a convention on cooperation with The Hague and prevention and punishment of denial of genocide. Both televisions reported that Komšić and Silajdžić voted for the request, while Radmanović was against it, but BHT presented all three BiH Presidency members' reactions, while Hayat only had a statement from the Croat member Željko Komšić. The same day, BHT aired an item on an HVO² jubilee, the 15th anniversary of its creation, which was marked near Čapljina in the presence of Presidency member Željko Komšić, while on the other hand Hayat aired a news item on a trial for war crimes committed by HVO members. Although International Roma Day is marked on April 8, NTV Hayat devoted a larger part of its April 11 news program to this issue. The host Tomislav Đurić invited Dervo Sejdić from the BiH Roma Council as a guest in the studio and talked to him about the position of Roma in Bosnia-Herzegovina. The interview, 5 minutes and 30 seconds long, was interrupted by a two-minute item – a feature about the Roma settlement of Butmir, showing how Sarajevo Roma live and what difficulties they encounter every day.

Most overlapping in terms of content was observed in the primetime news programs on Thursday, April 12. Almost one-third of the contents, i.e. 10 items, were thematically identical. Both the public service and the commercial television covered a fire in Maglaj, EUPM operation and raid of car dealer "Boras" on suspicion of irregularities and crime, departure of BiH deminers to Iraq and farewell ceremony, end of Fata Orlović's trial and verdict

² HVO – Croat Defense Council, official armed forces of the Bosnian Croats during the war in BiH.

announced for April 16, problems with privatization of “Krivaja” from Zavidovići, miners strike at Stranjani pit near Zenica, “Mittal Steel” and train wagon with radioactive material awaiting permit to leave Zenica, 15th anniversary of BiH Army, deterioration of Ivica Račan’s health (top news on Hayat and only holding 11th place on BHT), and decision of Australian court to hand over Captain Dragan³ to Croatia. BHT had two news items, actually stories, which Hayat did not cover in this edition of news: the first is about the “Mostar 2006” peace award given to Nelson Mandela and the second is about reactions of associations and individuals from Sarajevo to an announced concert featuring Croatian singer Marko Petrović Thompson marking the anniversary of Pope John Paul II’s visit to Sarajevo. Unlike the public service, Hayat in its news edition aired an interesting story about a returnee in Popovo Polje settlement, who succeeded in building a peaceful and pleasant life for himself thanks to a motor cultivator received as a gift. The item is characterized by positive content (illustration and example of how to succeed) and positive attitude of the journalist who chose this story to show that some positive things are happening in BiH.

On Friday, April 20, the top news in the public service news program was the death of 11 babies within 19 days in Sarajevo and the Prosecutor’s Office launching an investigation to determine responsibility for the tragedy. Hayat did not broadcast items or reports on this issue that day. Armed clashes between Serbian police and Wahhabis in the vicinity of Novi Pazar hold second place in the BHT program and the item is 1 minute and 40 seconds long, unlike Hayat, where it was top news. A trial and verdict for war crimes in Brčko is the third item aired in the public service news program, while on Hayat this news holds the ninth position. Both televisions have items from the scene. In an identical way, the public service and the commercial television report on fraud and abuse of position at Banja Luka’s “Boska” department store:

³ Local Serb paramilitary commander during the war in Croatia. During the war, the Serbian propaganda machine even produced a comic book in Belgrade called “Captain Dragan,” showing him as a fighter against evil (the Croats), similarly to Italian comic book characters Il Grande Blek and Il Comandante Mark who fought the English in America.

in half a minute the presenters inform viewers that former senior RS officials are suspected of abuse. Both items are covered by footage. The NTV Hayat news program devoted the first eight minutes of its April 20 edition to the events in Novi Pazar. Along with the presenter Šemsudin Skejić's announcement that "during the Serbian MUP (Ministry of Interior) operation, the leader of the Wahhabi movement in Sandžak was killed and two persons were injured," Serbian television B92 journalist Tatjana Aleksić speaks for the program and provides the latest information on what is going on there. After that, the leader of the Islamic Community of Serbia, Muamer ef. Zukorlić, goes live on the air and comments on the latest events and places them in a broader political context. Although well made and dynamic, the entire item related to the events in Sandžak displays a desire to be as exclusive as possible, but as this is a commercial media outlet, this can be considered an entirely legitimate approach. Hayat also carries a story about the Inter-Religious Council of BiH, whose new member is Bishop Kačavenda. According to them, this is not the most fortunate choice in light of Kačavenda's history during the war⁴ and statements made in the media in the last several months. And while Council member on behalf of the Jewish Community of BiH Jakob Finči maintains that it is the "inalienable right of every religious community to propose its members," Friar Marko Oršolić of the International Multi-Religious and Inter-Cultural Center says that it is "intellectual cowardice that no one has reacted to Kačavenda's appointment."

Although structurally different, in terms of content it was possible to compare the primetime news programs of Saturday, April 21. Namely, to recall, on Saturday Hayat airs "Central News," a special one-author type of news program, which is edited and hosted by Senad Hadžifejzović and sometimes lasts more than an hour.

Looking in terms of content, these two programs had a lot in common. Among the first several news items presented, both in

⁴ Zvornik-Tuzla Bishop Vasilije Kačavenda has been under attack by Sarajevo and Tuzla media for more than 10 years as a close associate of the war criminal Arkan and as a senior Orthodox priest who built his shrine in Bijeljina on land belonging to expelled Bosniaks. However, no criminal proceedings have been instigated yet in relation to these accusations.

the BHT news program and in “Central News,” the top issues were burial of remains of 42 Bosniaks in Vlasenica (on BHT first news, in “Central News” second), relocation and survival of people from Srebrenica in a tent settlement in Sarajevo (on BHT second news, on Hayat third and fourth), as well as indication of a solution to the issue of decertified policemen (fourth news on the public service and sixth on the commercial television). On that day (April 21), news covered by the public service and the commercial television corresponded in six thematic units. Both televisions covered the Bosniak burial in Vlasenica, relocation of Srebrenica people to Sarajevo, JNA military leadership transcripts and International Court of Justice verdict for the BiH lawsuit, and issue of decertified policemen. They also had two issues from the world in common – clashes in Mogadishu, Somalia, and announcement of French presidential election.

It is interesting that BHT reported about people from Srebrenica who settled in a tent settlement⁵ in Sarajevo in an item which was 2 minutes and 10 seconds long, right at the beginning of the program. On the other hand, “Central News” reported about the Srebrenica people twice right at the beginning – the first time in the context of RS authorities’ attitude to this issue (20 seconds) and the second time announcing that another 20 people from Srebrenica had moved into the tent settlement (25 seconds). Both times the host read news items covered by footage. “Central News,” a little later, aired two longer items about the Srebrenica people. The first item was made extremely professionally and in it the journalist follows the everyday life of people who arrived from Srebrenica and now live in tents set up not far from Koševo Stadium, which was due to host the eternal

⁵ A number of Bosniaks from Srebrenica, a town where genocide was committed against Bosniaks/Muslims, left the town and settled in a tent settlement in Sarajevo. They claim the reason is the poor economic situation in Srebrenica and being humiliated by the Serb authorities. By doing this, they want to put pressure on the international community and the central BiH government to declare Srebrenica a district, because the Republika Srpska, whose army is blamed for committing genocide during the war, does not have the moral right to have this town in its framework. Before the war, the Bosniak population was in majority in Srebrenica; now, at municipal level, it has a 50 percent ratio with Serbs.

Sarajevo – Željezničar football derby that evening. “Sarajevo will be under spotlights tonight and Srebrenica residents under candlelight, within just several hundred meters,” the journalist draws a parallel between the two different fates, two different worlds. The item is a whole 5 minutes and 42 seconds long. On the other hand, “Central News” abounds in exclusive information. Almost half of the program is about JNA leadership transcripts which the BiH delegation in The Hague had not used in BiH’s lawsuit against Serbia and Montenegro. And while BHT talks about this only once, in a 55 second item, the author and host of “CD” exclusively informs the audience about this issue through five different forms of items. He informs the audience in detail about the content of the documents in the first item, which is 5 minutes and 40 seconds long. The next item, 6 minutes and 20 seconds long, shows how regional media, first of all HRT and RTS, reacted to these transcripts. The item after that is about what regional media wrote (57 seconds). “Central News” reports that Sakib Softić, the Bosnian agent in the BiH lawsuit against Serbia and Montenegro, gave transcripts to their newsroom with pages blacked out and that “BiH still has not translated the International Court verdict, while Croatia did this a long time ago.”

Unlike “Central News,” the public service that day covered the opening of a BiH cultural center in Zagreb (the item was 2 minutes and 7 seconds long) and broadcast items about Banja Luka Day, which was not covered by Hayat. The first item related to City Day was a protocol item, saying how the day will be marked and accompanied by footage. The second item is about Banja Luka cheerleaders, while the third item, also accompanied by footage, speaks about parachutists from Banja Luka. Unlike BHT, Hayat, via satellite link, hosted Muamer Zukorlić, leader of the Islamic Community in Serbia, in its studio. The attempt to have Mr. Zukorlić describe the situation in Sandžak and Serbia following a clash between police and Wahhabis in the vicinity of Novi Pazar was partly successful due to technical problems.

Primetime news programs on both televisions on April 29 opened with the following top news: “Ivica Račan, President of the Social-Democratic Party of Croatia, died.” It seemed as if the order and contents of the first three items about the death of Ivica Račan were agreed upon between the two televisions – the first

item contains the information that Ivica Račan died and provides basic details from his biography and an overview of his most important political successes, the second item presents reactions of the public and politicians in Croatia and the region, while the third item contains reactions of BiH politicians to Račan's death. The fifth item aired by BHT is news about a diplomatic note sent to BiH by Serbian Foreign Minister Vuk Drašković, with a reaction of the Bosniak member of the BiH Presidency. The same news item is read out by the commercial television's presenter, as the fourth item in order. In the news affairs section, both televisions carry an expected decision by Marti Ahtisari and the UN Security Council on the future status of Kosovo. And while the public service places emphasis on a statement made by Richard Holbrooke who indicated that the United States would support independence even with a Russian veto, Hayat quotes a US Assistant Secretary of State who indicates the adoption of a resolution or gradual acquiring of independence. The public service aired an interesting feature in its news program of April 29. The subject was sustainable return of people to regions which they had left because of war. Through the stories of two returnees in Prozor Municipality, the journalist shows how people can free themselves of the shackles of the past and provide an existence in today's difficult circumstances through business and agriculture, by investing a lot of effort and labor. The item is 2 minutes and 21 seconds long and is characterized by positive journalist attitude and positive content.

The contents did not always match, at least not in terms of how news program opened. On April 30, the BHT news program opened with a news item on reactions of BiH Presidency members to a protest note sent from Serbia⁶, and in the next item the presenter informed us that the BiH Foreign Ministry could not yet confirm the identity of a person with BiH citizenship arrested in Norway

⁶ Two members of the BiH Presidency (Bosniak and Croat members, without the consent of the Serb member) sent a protest note to the Republic of Serbia for not complying with its obligations ensuing from a verdict passed by the International Court of Justice in The Hague to arrest war crimes suspects, who are alleged to be in its territory. Serbia protested the note, claiming it had been sent without the consent of the Serbs in BiH and that the note contained a dose of gloating.

on war crimes charges, while the third item dealt with the issue of war crimes committed during Operation “Bljesak” in Croatia, which RS President Milan Jelić claimed no one had answered for. Meanwhile, on NTV Hayat the first three news items were related to the diplomatic note from Serbia and forthcoming First of May holiday. First, it covered BiH Presidency reactions to the diplomatic note sent by Serbian Foreign Minister Vuk Drašković, the second item was protocol, reporting about a meeting between Federation Prime Minister Nedžad Branković and Trade Union representative Edhem Biber, while the third item aimed to reveal which state officials would not go to work on April 30⁷, otherwise a work day. Based on this introduction, one gets the impression that these two televisions are from two different countries.

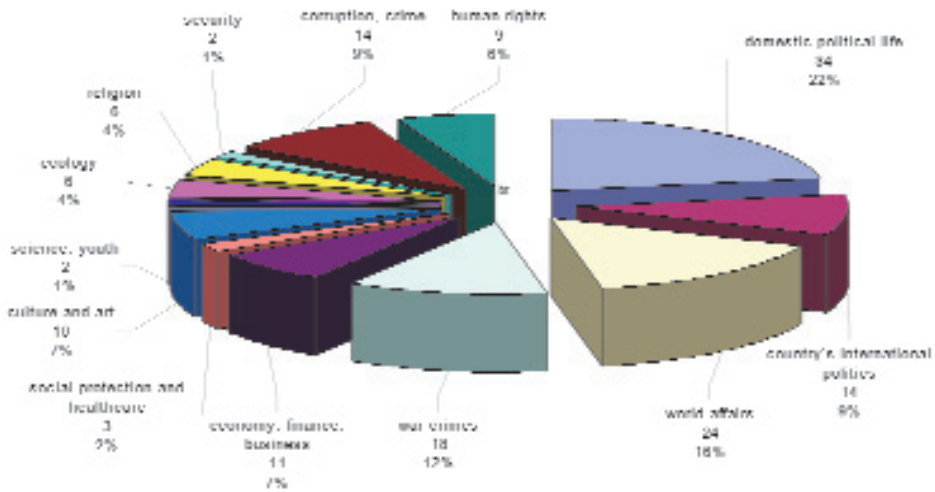
Along with the two mentioned items about May 1, Hayat aired three other protocol items: one about dissatisfaction of demobilized soldiers and war invalids who are unemployed and not guaranteed a peaceful life under new laws, after which journalists from the news program polled Sarajevo citizens: “Where will you go on May 1?”, and in the end the Weather Institute gave the weather forecast for May 1. All four items about May 1 broadcast by the public service were protocol. BHT also covered the meeting between Nedžad Branković, BiH Federation Premier, and Edhem Biber, Trade Union representative, who talked about curbing work off the books. Then there were two items from the RS: about an employment program for people aged 40 to 60 and about positive employment statistics in the RS showing that in the first three months of 2007 there were 2,700 more employed people than in the same period last year. The fourth item informs us about an SDP activity in Mostar, where a plaque was unveiled for deprived workers and failed privatizations. NTV Hayat’s “News at 7” had the best of all items aired on the occasion of May 1. Along with being original and creative, in the item about who in the Council of Ministers had not gone to work on April

7 In BiH, as in the whole former Yugoslavia, usually at state-run companies and institutions, it is a custom for people to leave work early on the eve of a holiday and to go away for a short vacation. April 30 is the day before Labor Day, May 1, which was celebrated for two days in BiH and which many people linked to the weekend.

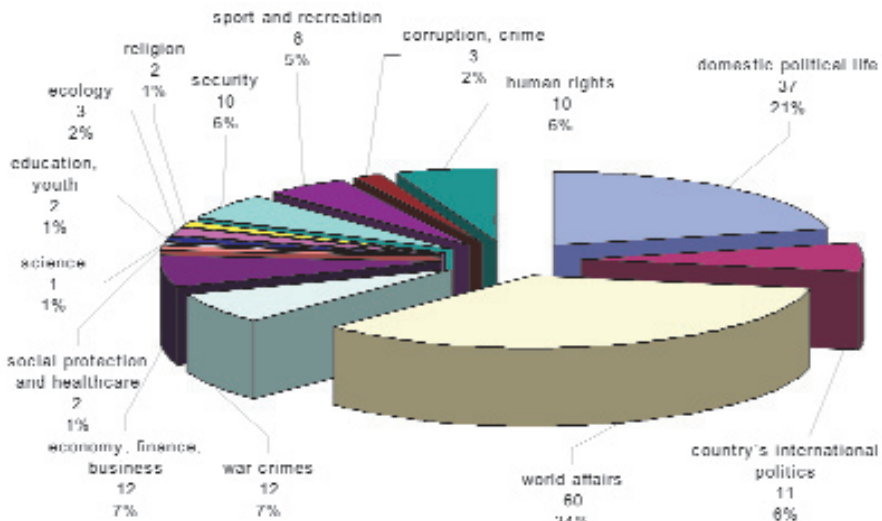
30, a work day, the audience learned that those in power treated their commitments arrogantly and the conclusion was that “this time the ministers were in agreement and decided not to work.” The content of the item is negative, because it speaks about irresponsibility of politicians. The journalist’s attitude is also negative, because he basically criticizes such conduct on the part of politicians, the subject of the item. However, the journalist’s approach to the issue deserves compliments because he points out this fact in a professional way.

Statistics

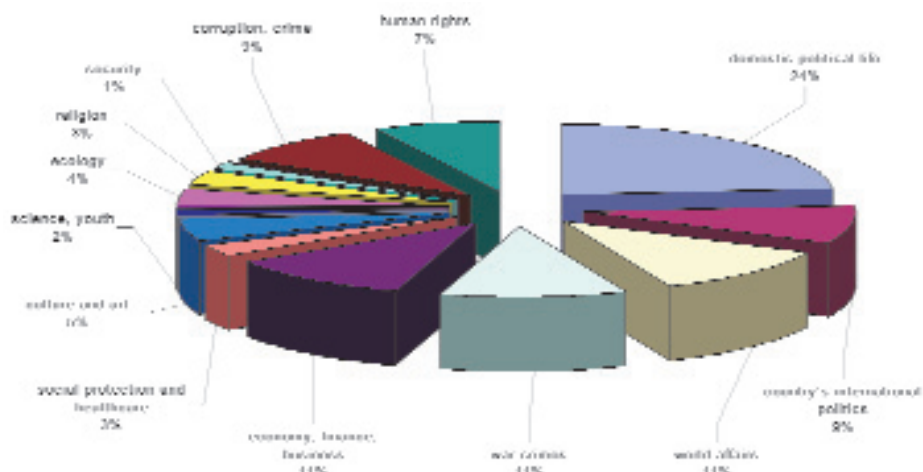
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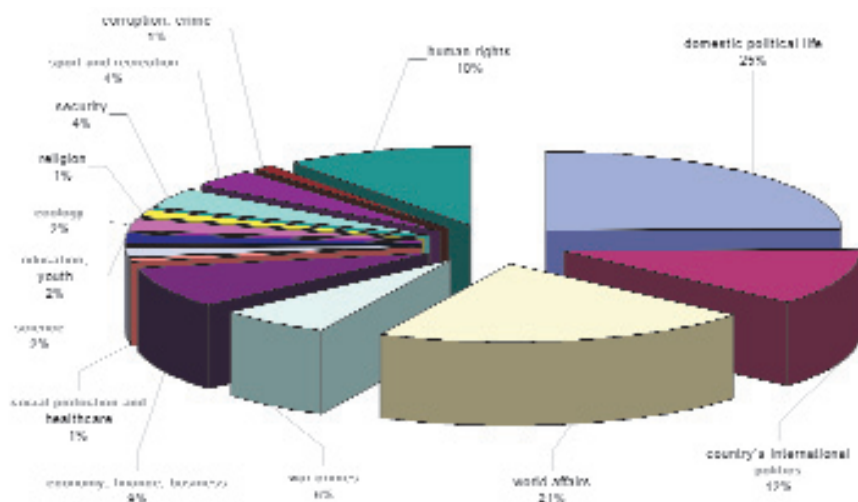
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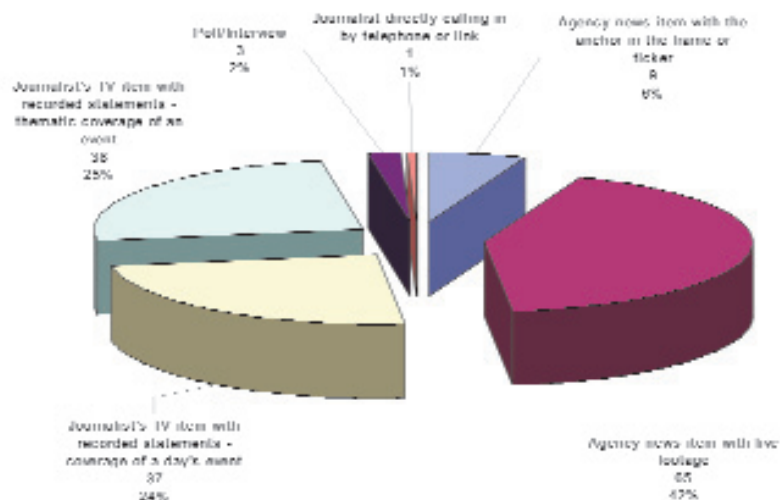
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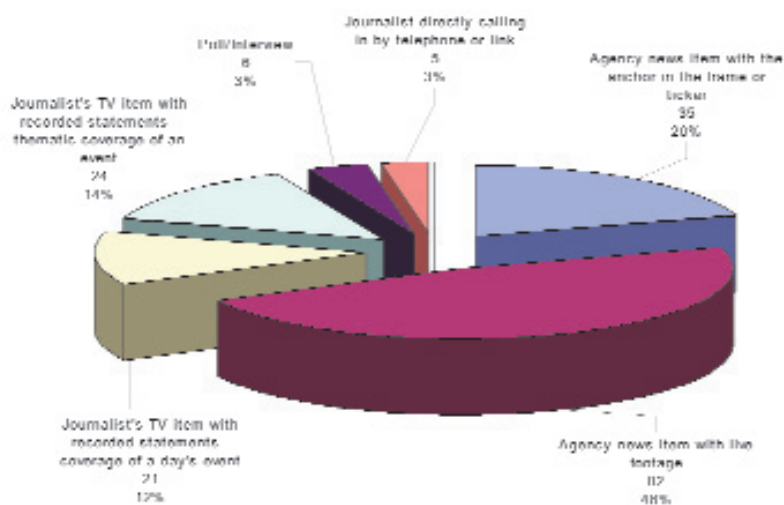
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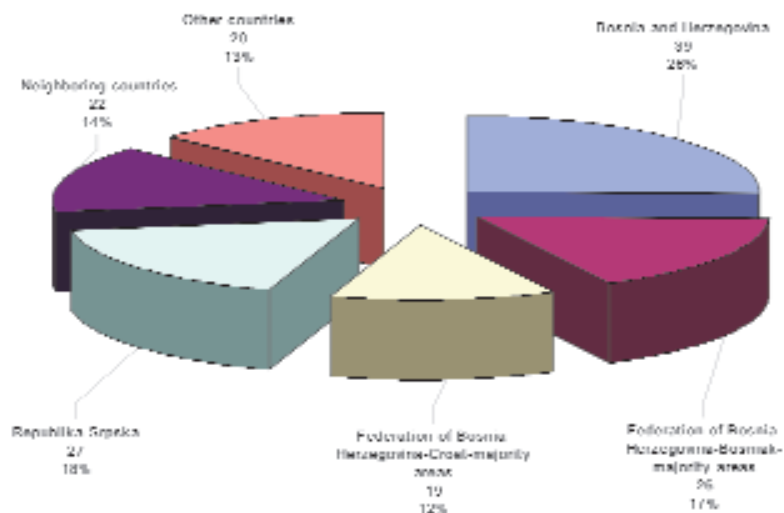
BHT - FORM



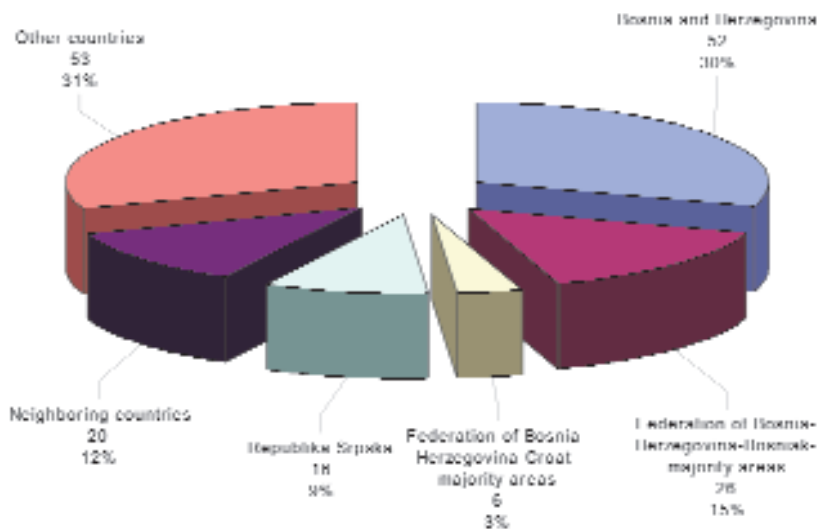
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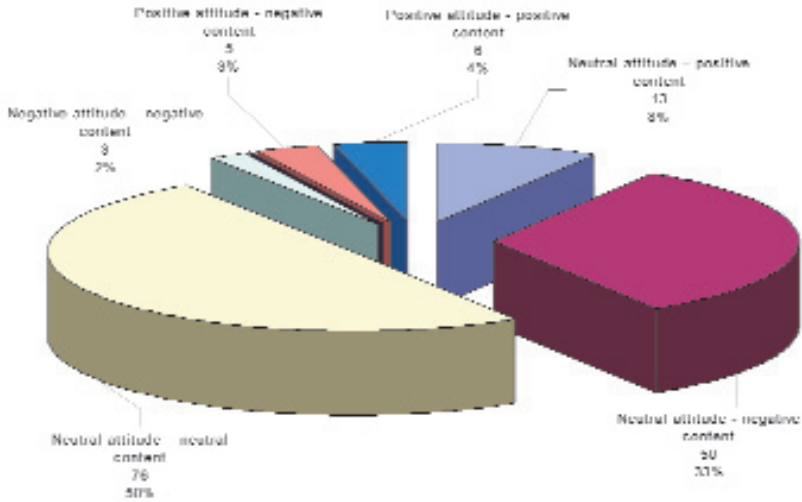
BHT - TERRITORIAL DISTRIBUTION



NTV Hayat - TERRITORIAL DISTRIBUTION



BHT - EVALUATION OF CONTENT - ORIENTATION TO THE SUBJECT



NTV Hayat - EVALUATION OF CONTENT - ORIENTATION TO THE SUBJECT

